

CUSTOMER SERVICE ESSENTIALS



**Doug Elliot, Career Counselor
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**EVERYONE
IS A
CUSTOMER**



**IN AN
IDEAL
WORLD**

“Excellent customer service is the ability of an organization to constantly and consistently exceed the customer's expectations.”

**It is not what you know, it's...
...who you know.**

**It's not who you know, it's...
...who knows YOU!**

WHAT HAVE YOU LEARNED SO FAR?

Recent CUSTOMER SERVICE experiences

How you handled it

What could have been done better?

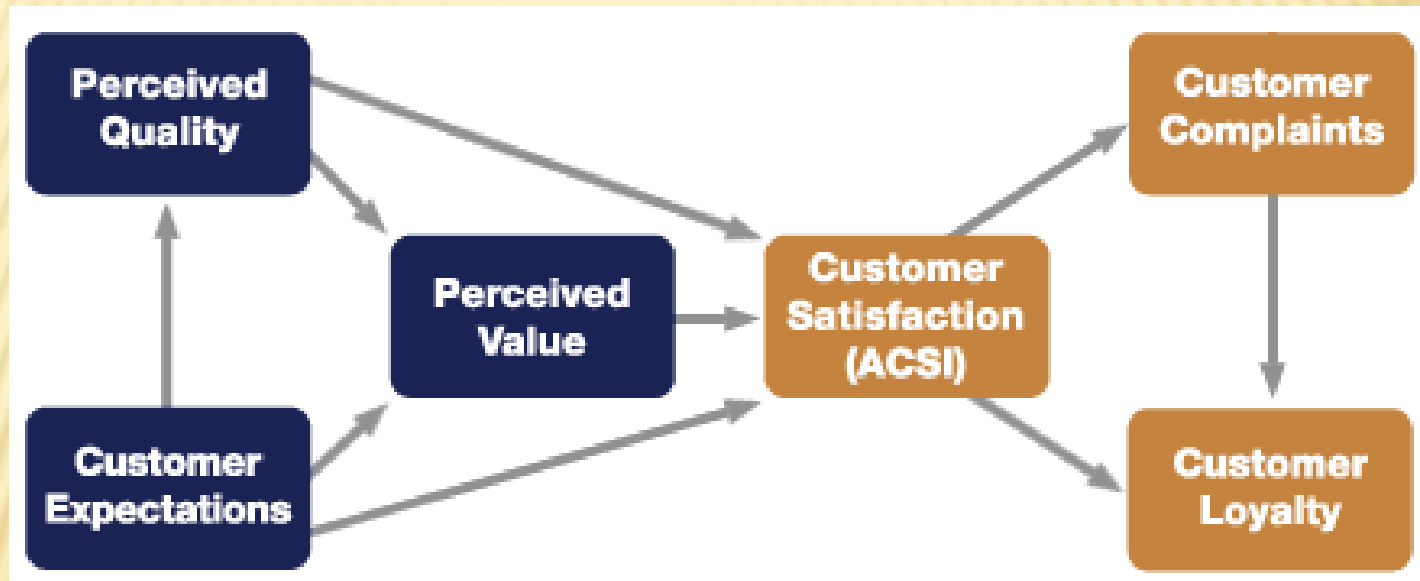
EXCUSES FOR POOR CUSTOMER SERVICE

What customer service excuses have you heard in the past?

- I don't have enough time.**
- I don't get paid to be nice.**
- The computer is down.**
- We're short on staff today.**
- I didn't get the email**

AMERICAN CUSTOMER SATISFACTION INDEX™

WHAT'S YOURS?



AMERICAN CUSTOMER SATISFACTION INDEX™

Nordstrom		80
Target	74	

Apple		84
Dell	74	

Lexus		87
Jeep	75	

Southwest		81
United	56	

What is your ASCI??

CUSTOMER SERVICE SKILLS

- **Positive attitude and cheerful outlook**
- **Enjoy working with and for other people**
- **The ability to put people on “center stage”**
- **Believe they are human relations professionals**
- **Can let the customer be right no matter what**



HOW TO DEVELOP SOFT SKILLS

Verbal and written communication skills:

Take speech class

Interpersonal skills:

Read books about personal, social and “people” skills

Follow verbal and written directions:

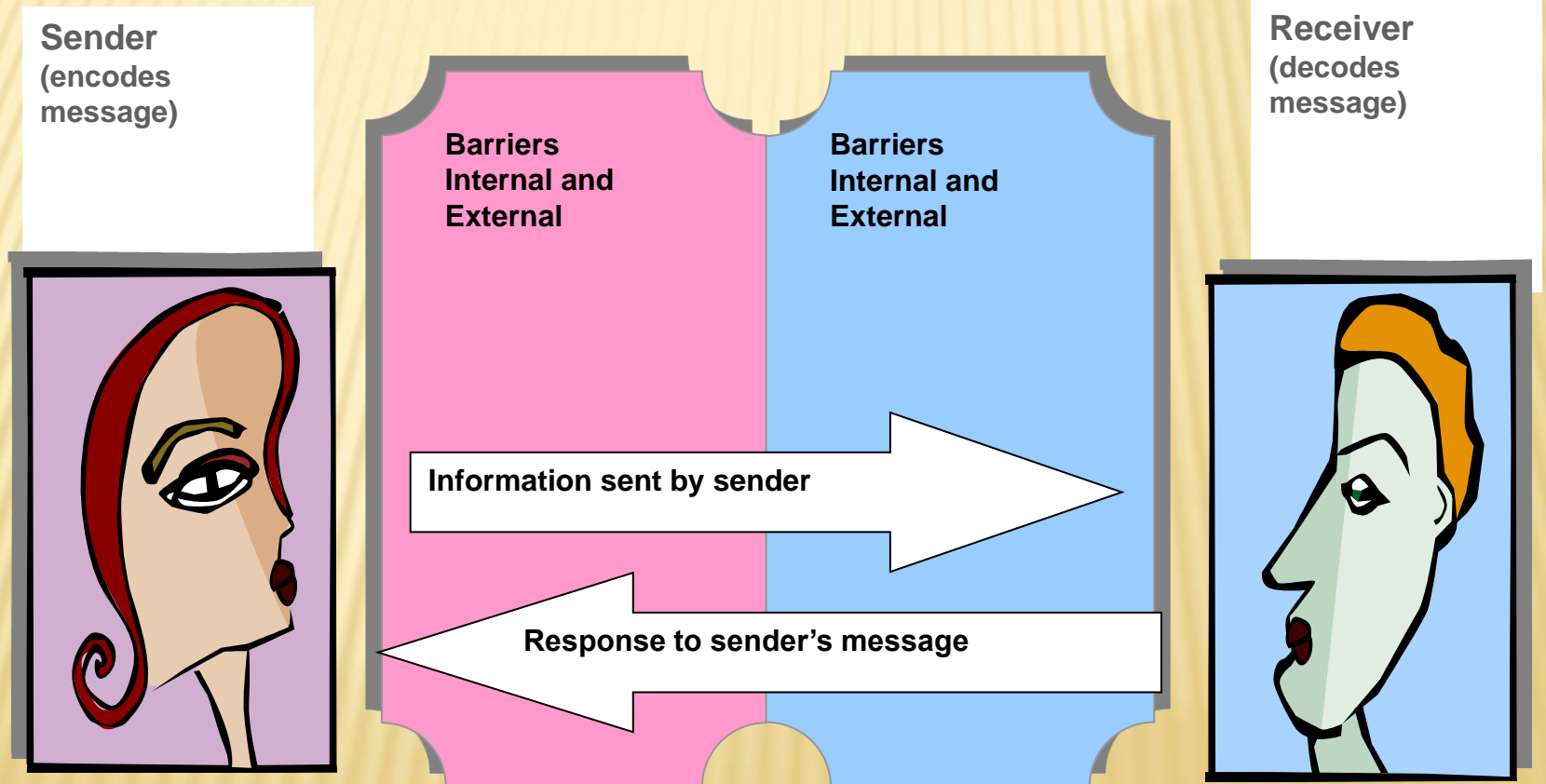
Pay attention! Ask questions. Listen carefully

Knowledge of business writing procedures:

Take business writing class

COMMUNICATION IS A PROCESS:

Message



COMMUNICATION...

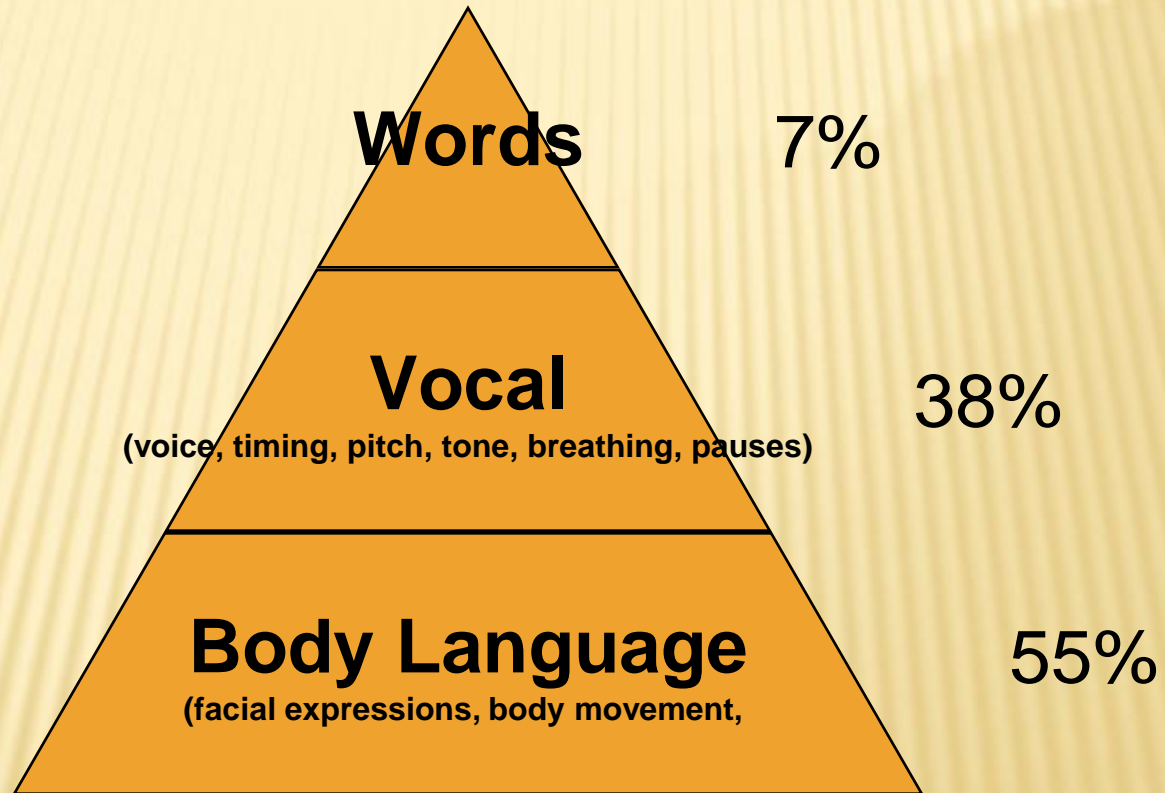
Words

Vocal

Body Language

} = **100%**

COMMUNICATION...



COMMUNICATION – WORDS ARE POWERFUL

- **You don't understand**
- **Hold on a second!**
- **Our policy says....**
- **What you need to do is...**
- **The words... "problem", "but", and "no"**

ANTICIPATING CUSTOMER'S NEEDS

Do unto others NOT what they have done unto you!!!

If customers can't get what they want, how do you expect them to feel??

Customers want to hear the word, "yes"

They want to be given "choices"

STOP

- **Stop what you are doing.**
- **Give attention to the other person.**
- **Acknowledge them.**
- **Follow-up with any questions if unclear.**
- **Use common sense and...**

**DON'T TAKE THE BAIT TO GET ANGRY
BACK AT THEM**



LOOK

Look for non-verbal cues / body language

- hand/arms movement**
- eye movement**
- facial expression**
- attire / odor**

Look for emotion without emotion



LISTEN

...and look like you are listening!

Listen “actively” – concentrate on understanding the message

Listen non-defensively – don’t interrupt

Listen for content – for both “facts” and “feelings”



LET HIM/HER “VENT”

Customer Service 101:

**Let the person get it out
of his/her system.**

**It's emotional responses vs.
rational thinking when people are angry.**

DO NOT FIGHT BACK!!!!

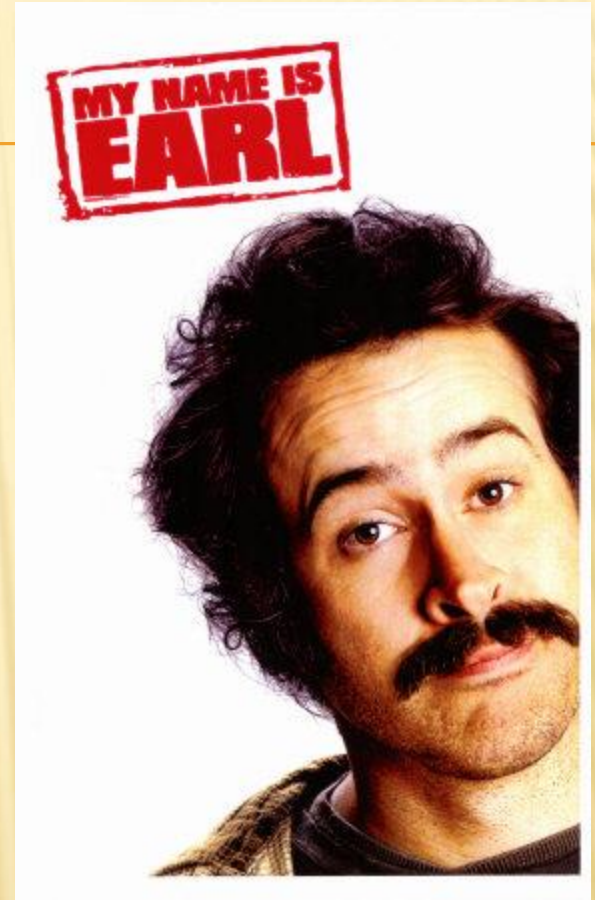


ADDRESS THE PERSON BY NAME

Introduce yourself by name

Ask for the person's name

Don't overuse it



EXPRESS EMPATHY

I can see why you thought it would be easier.

I see that this is important to you.

That must be very hard for you.

I understand how frustrating this must be.

REPHRASING IT...

- 1. It sounds like you may want to look up the job opportunity on indeed.com vs. craigslist, let me help you find it.**
- 2. May I ask you specifically who advised you to come here so I can help you better?**
- 3. What you are dealing with can be frustrating. In order for me to help you, let me clarify your exact needs.**
- 4. I'm happy to explain your options in more detail, and if I cannot decide which option would be best for you, I will help you with an appointment to see one of our counselors.**

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